

ABSTRACT OF THE DISCLOSURE

A method and computer program for efficiently identifying at least one group having a desired characteristic by using coded entry information in a statistically predictive segmentation model (24) is disclosed which comprises accessing a plurality of entries (14) having contact data (16), coding each entry with at least one first identifier (18) representing the number of times the entry has participated in a plurality of activities (20), coding each entry with at least one second identifier (22) representing the recency of the entry's participation in the activities, utilizing the statistically predictive segmentation model (24) to categorize the entries (14) into groups based on the coding of the entries (20), and identifying at least one group which includes the desired characteristic. The statistically predictive segmentation model (24) includes any of several techniques known in the art, including, but not limited to, Chi-Square Automatic Interaction Detection (CHAID), Exhaustive CHAID, or Classification and Regression Tree (C&RT).